



# Consumer Behavior

*Cadbury*

&



**Presented by:- Group 5**

**Nimisha Prasad (257)**

**Bhawna Gaur (49)**

**Poonam Yadav (29)**

**Shivani Pandey (5)**

**Mayank (39)**

**Siddharth Kumar (18)**

# **Objectives**

- **Understanding consumer behavior**
- **Factors Influencing consumer behavior**
- **Detailed study of buying behavior in case of:**
  - 1. Chocolates**
  - 2. Shoes**

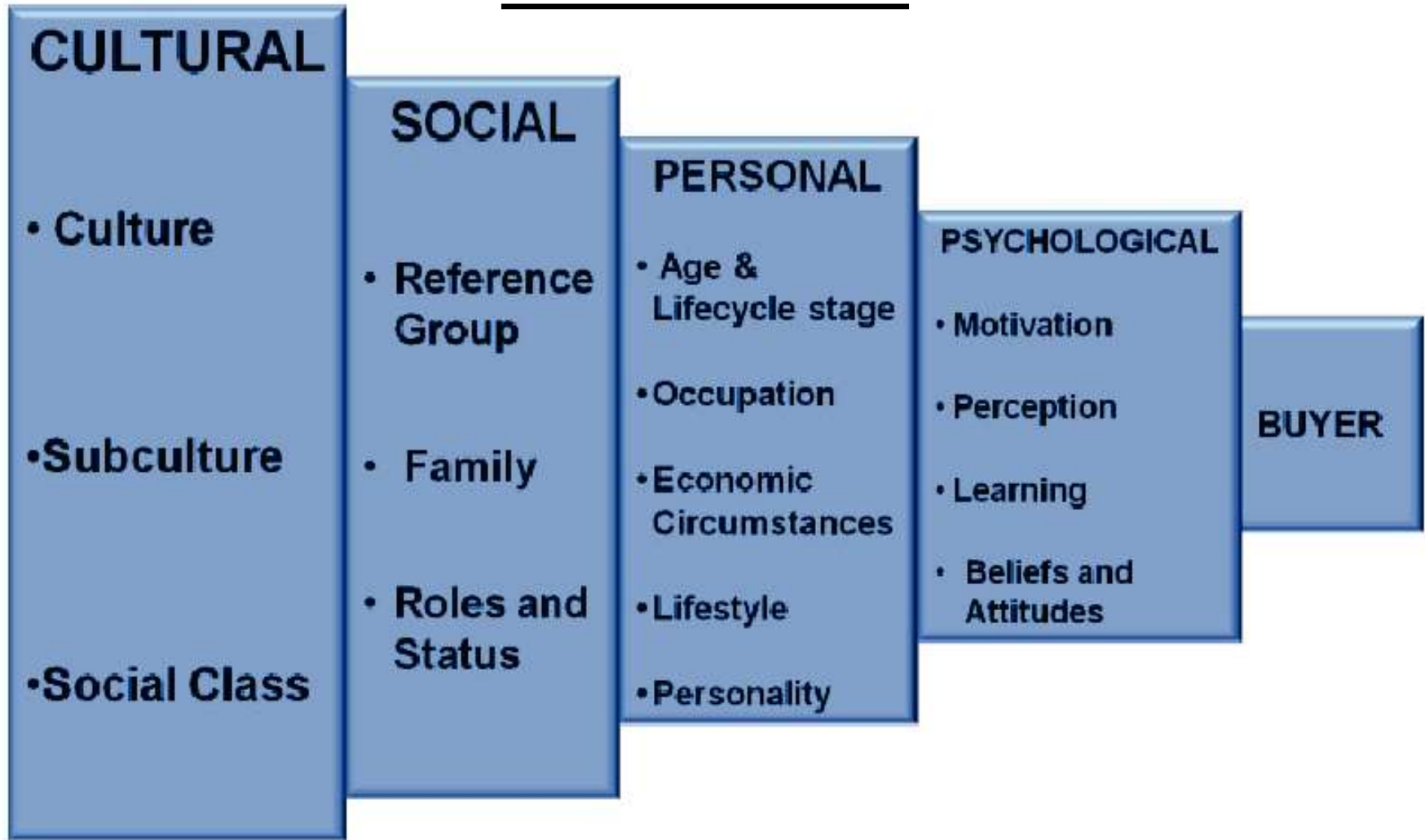
# **Consumer Behavior**

- **Consumer behavior is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.**
- **Consumers purchase products and services as and when need rises.**
- **Consumer behavior is integral to marketing as marketing strategies are based on it.**

# **Importance of Consumer Behavior**

- **Understanding the purchase behavior and preferences of customers.**
- **Successfully market to different market segments.**
- **To improve the performance of the organization.**
- **Provides valuable clues for marketers on new technological fronts.**

# *Factors affecting consumer behavior*



# Consumer buying behavior Cadbury

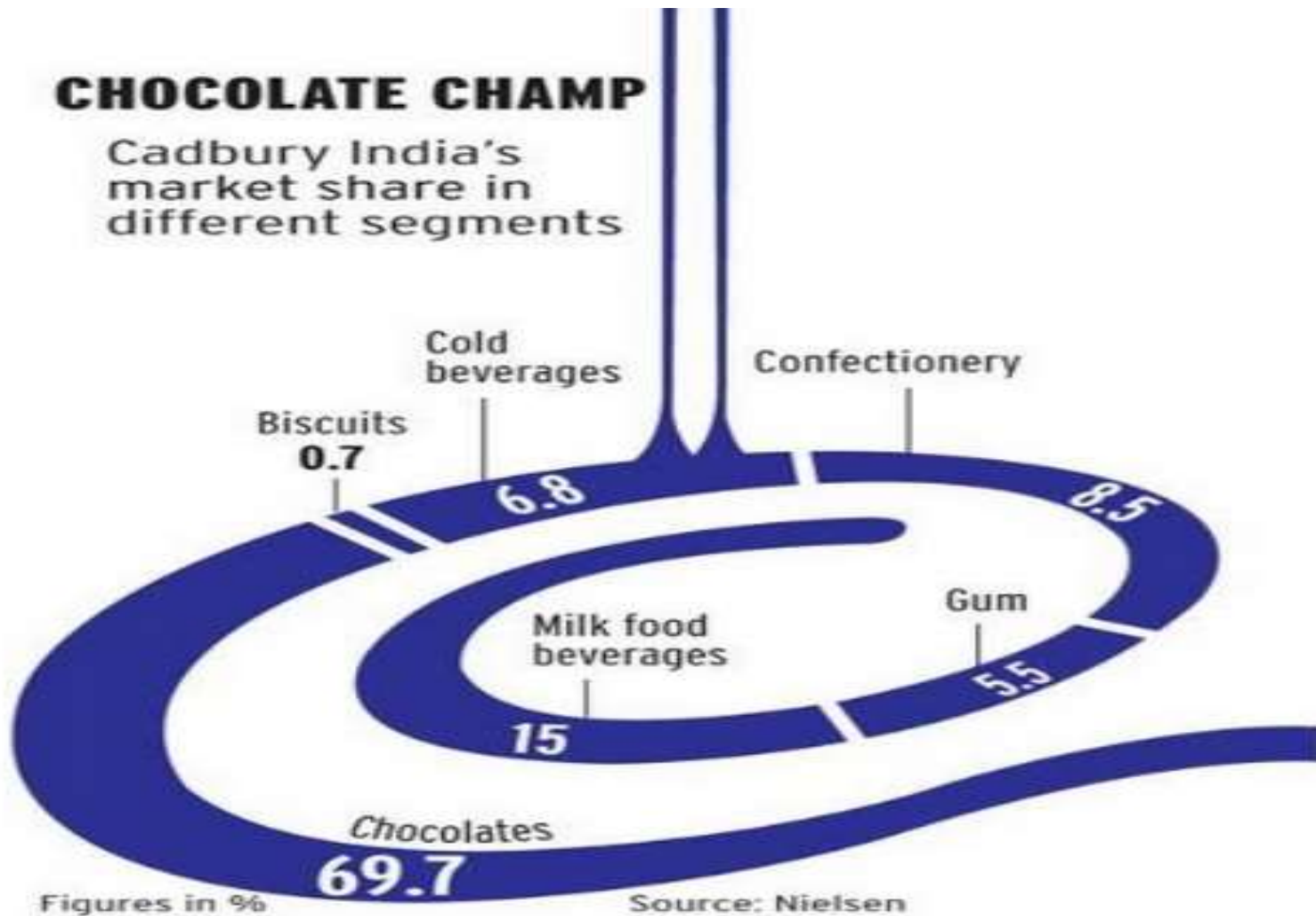




# *Cadbury India Ltd.* *(Mondelez India Food Ltd.)*

- **Started in 1948**
- **Part of the Mondelez International group**
- **Ranked 3rd amongst India's Most Admired companies by Fortune India in 2013**
- **Headquarter – Mumbai**

# *Cadbury's market share*





# Major players

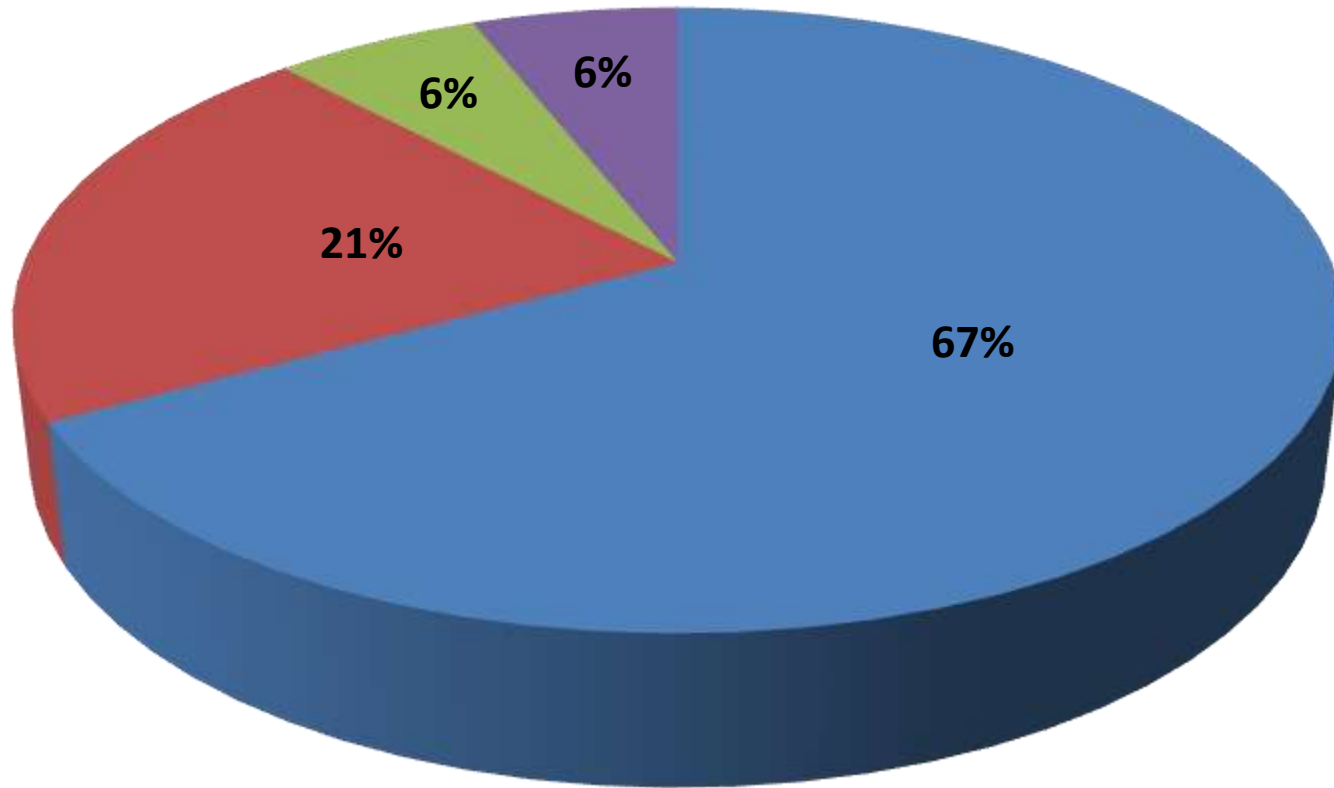
Cadbury



Nestlé



# *Market share of major players*



■ Cadbury(\$3727 BI) ■ Nestle(\$1168BI) ■ Ferrero(\$334BI) ■ Others(\$334BI)

# *Marketing Mix of Cadbury*

## **Product**

- **Cadbury has a power house lineup of products**
- **Most prevalent types of chocolates are**
  - **Fruit & nut**
  - **Caramel**
  - **Roasted almond**
- **Cadbury product can be divided into three parts:**
  - **Core Product:-dairy milk ,5 star,perk**
  - **The Augmented Product:-crackle,fruit & nut,nutties**
  - **The Tertiary Product:-bournville,silk,turblone**



# *Price*

- **Cadbury is priced in high as well as low variants.**
- **Pricing is based on the type of customer.**
- **Pricing is done in such a way so that it can bear the brunt of changes.**
- **Cadbury is used for gifting purpose hence sell's high volumes even at higher prices.**

# *Pricing Strategy*

<u>weight</u>	<u>price</u>
20 gm pack	10
50 gm pack	30
150 gm pack	90
350 gm tin	175
500 gm tin	350



# *Place*

- **Cadbury is present in more than 200 countries.**
- **In India it is present strongly in all urban areas.**
- **Easily available in A,B and C category towns.**
- **Weak presence in rural market.**
- **The distribution channel followed by Cadbury:**  
**Company >> C&F agent >> Distributors >> Retailers**  
**>> Consumers.**

# *Promotion*

## ➤ **Tools of promotion**

- 1 Electronic media
- 2 Print media
- 3 Visual display and Hoardings

## ➤ **Promotional Programs**

- 1 Superior marketing
- 2 Free sampling
- 3 Advance communication

Cinema

# *DO YOU REMEMBER?*



# *DO YOU REMEMBER?*



PAPPU PASS HO GAYA....

# *DO YOU REMEMBER?*



# *DO YOU REMEMBER?*





# *Buying behavior of Cadbury.*

## ➤ **Variety**

- consumers are willing to choose from a wide range of variety available

## ➤ **Quality**

- Parents are more concern with quality as children are major users

## ➤ **Demand**

- Mainly demanded during festivals and occasions like birthday etc.

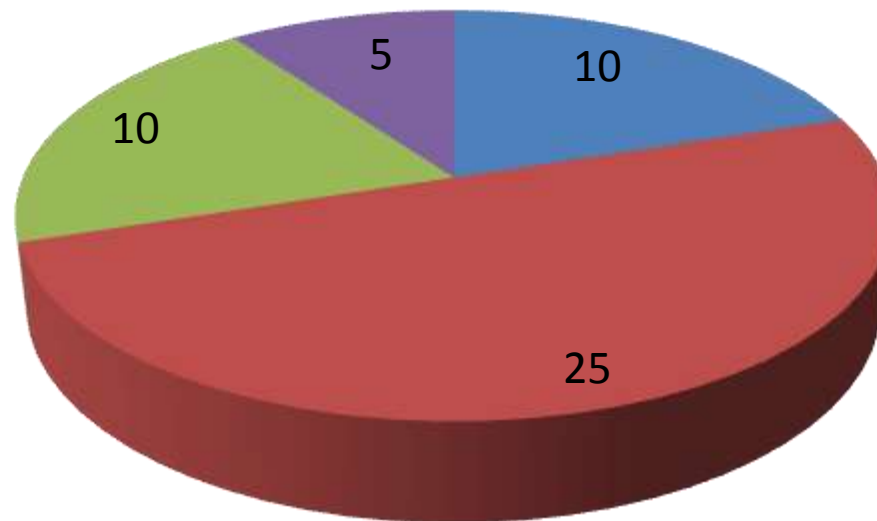
## ➤ **Price**

- Any time when a user wants to enjoy it is available in affordable prices.

# *Consumer behavior analysis*

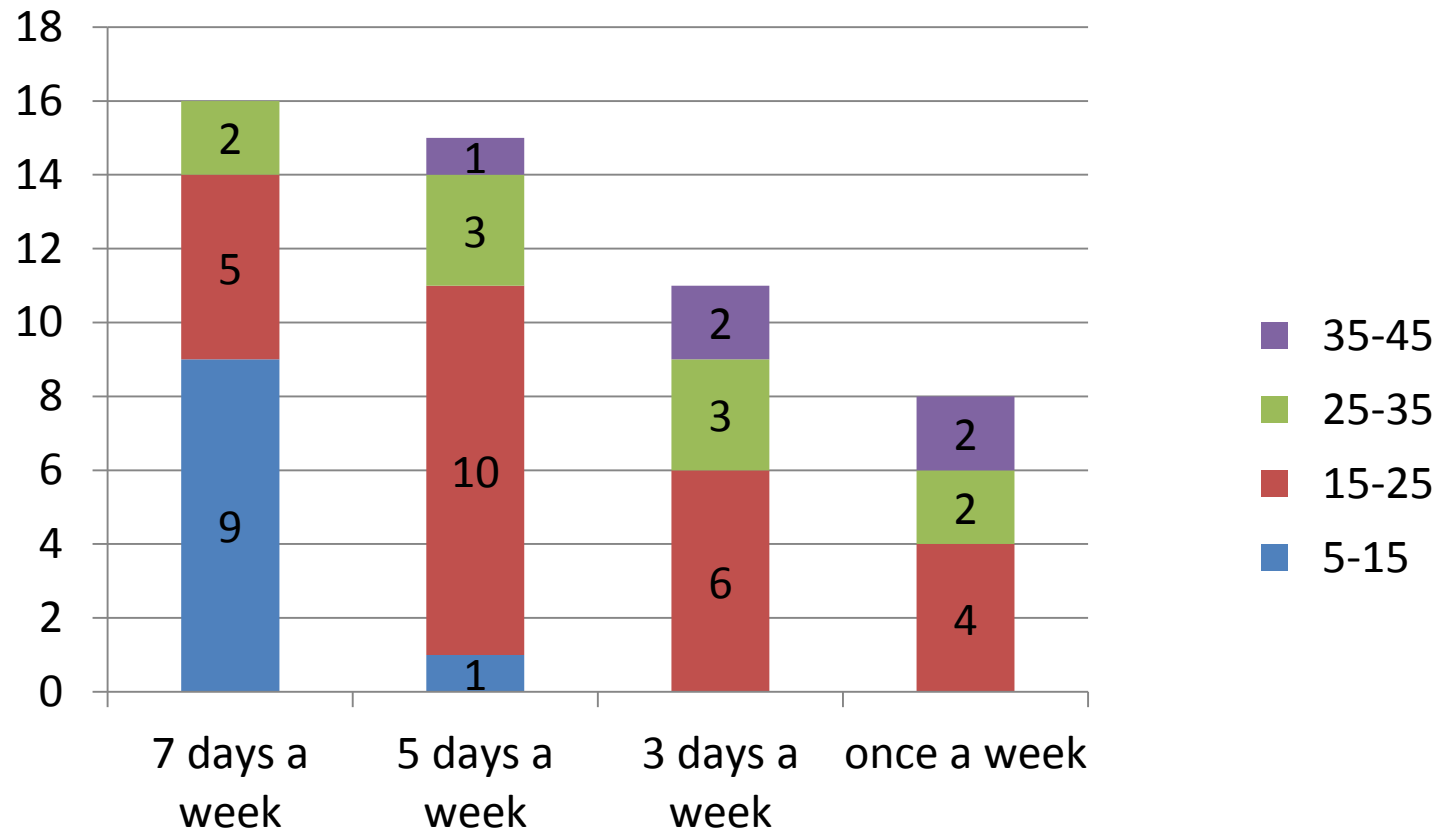
➤ **Sample size: 50**

**Age wise breakup**

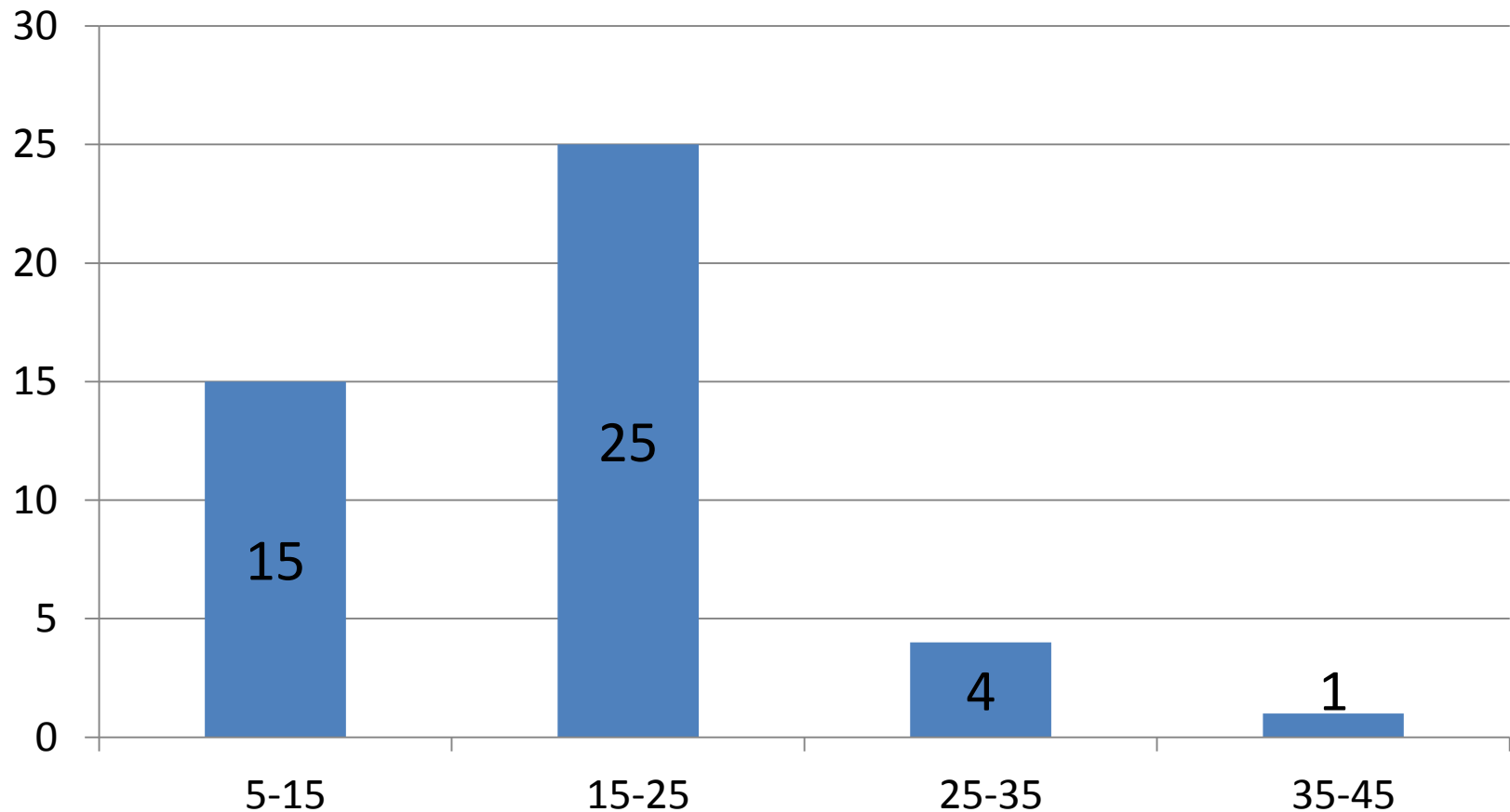


■ 5-15 ■ 15-25 ■ 25-35 ■ 35-45

# *Frequency of consumption*



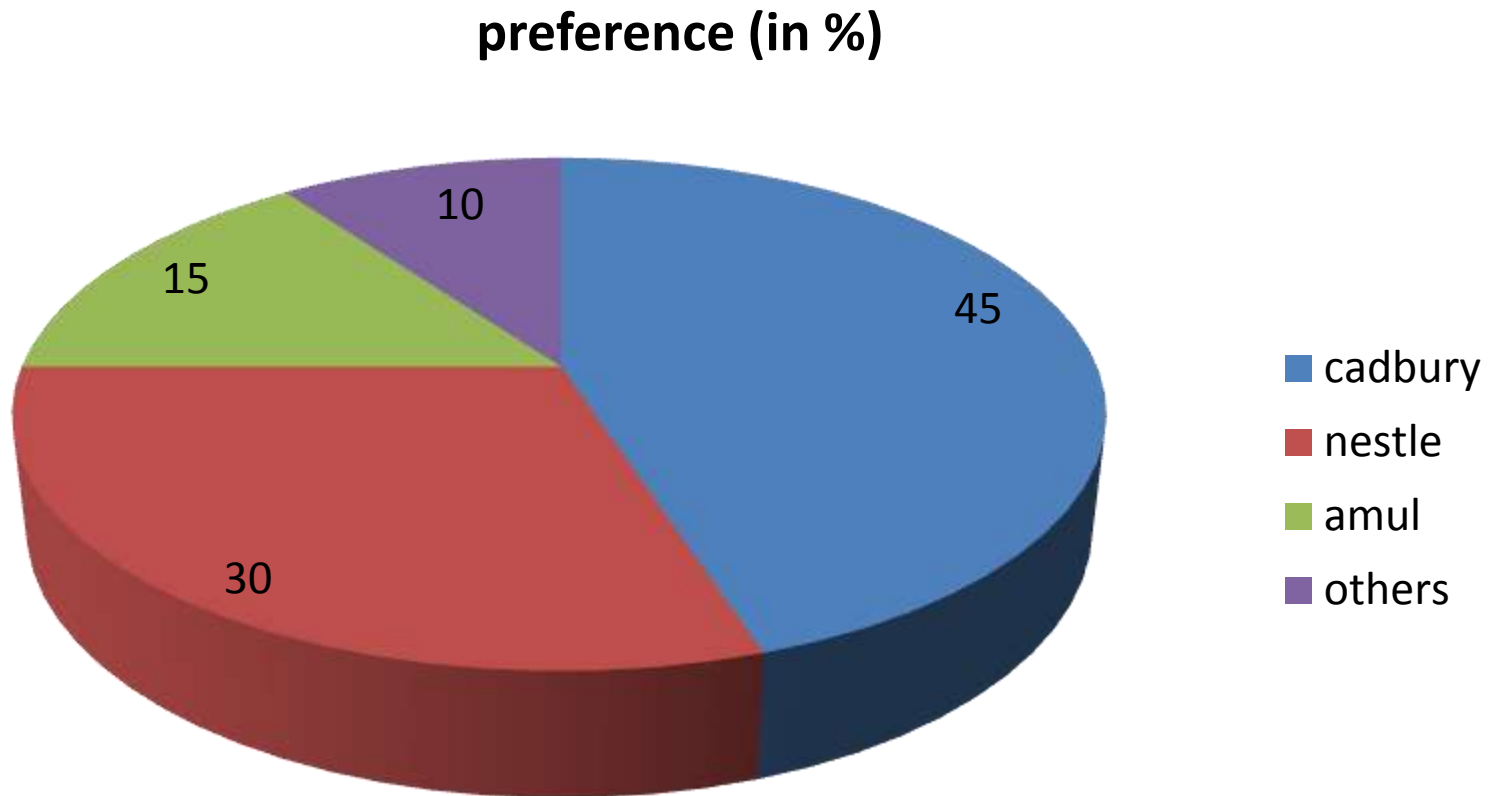
# *Chocolates over sweets on festivals*



# *Social groups affecting behavior*



# *Brand affecting buying behavior*





# *FACTS*

## ➤ **Most affecting factors**

- Taste
- Price
- Brand loyalty

## ➤ **Least affecting factors**

- Social groups

# *CONSUMER BUYING BEHAVIOUR*

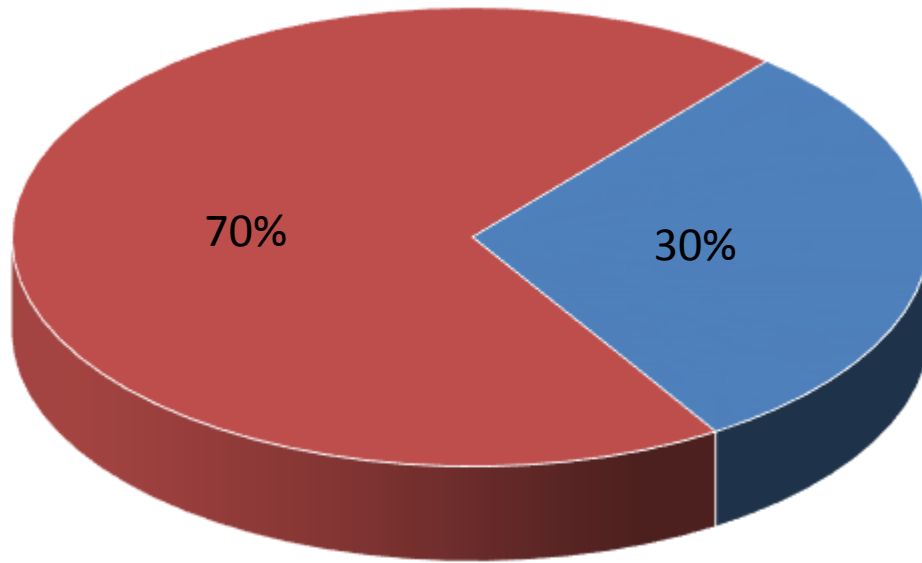


# **OVERVIEW**

- **Founders: Bill Bowerman, Philip Knight.**
- **Year established: 1964 (as Blue Ribbon Sports).**
- **Headquarter: Beaverton, Oregon, USA.**
- **President/CEO: Mark Parker.**
- **Slogan: Just Do It!**
- **Nike decided to enter India in the mid 1990s.**

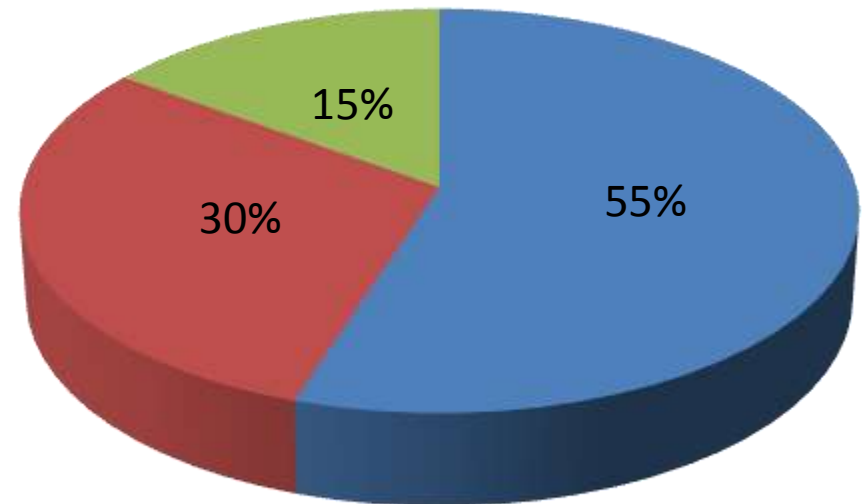
# *Footwear industry in India*

**Sales**



■ Organised ■ Unorganised

**Percentage**



■ Men ■ Women ■ Children

# **Nike Inc.**

- **Growth rate of 19%**
- **Market share of INR 340 Cr.**

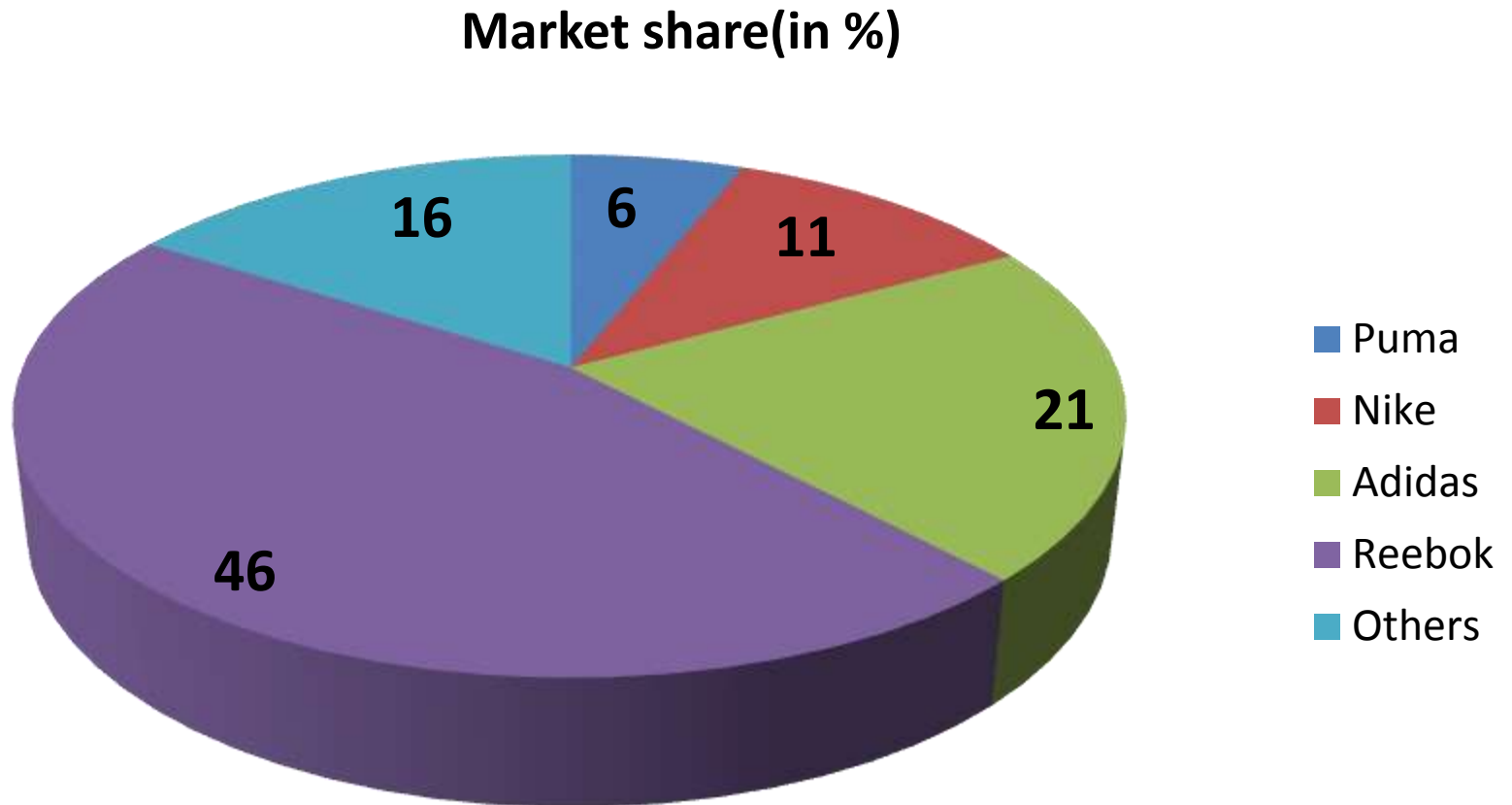
# MAJOR PLAYERS

*Bata*





# Market share of major players



# *Marketing mix of Nike*

## ➤ **product**

1. Extensive range of products
2. Various features, designs & attractive packaging
3. Provides customization of their products
4. Warranties and replacements of their products
5. Packaging with collaboration with other brands

# *Marketing mix adopted by Nike*

## ➤ **Price**

1. Value based pricing
2. Segmented pricing
3. Price skimming technique
4. Higher pricing strategy
5. Discounts during festive seasons

# *Marketing mix adopted by Nike*

## ➤ **Place**

1. Retail stores.
2. Factory outlets
3. Online shopping
4. Contract factories (18 in India, 600 overall)
5. Shared distribution channels

# *Marketing mix adopted by Nike*

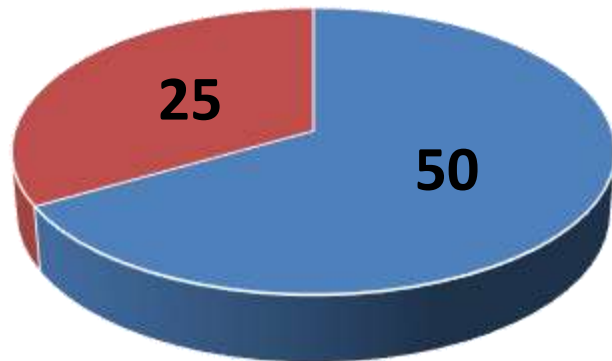
## ➤ Promotion

1. Endorses various celebrities
2. Endorses various teams
3. Places products in movies & shows
4. “*just do it*” campaign
5. Advertisement budget of approx. US \$ 150 million

# *Buying behaviour & decision making analysis*

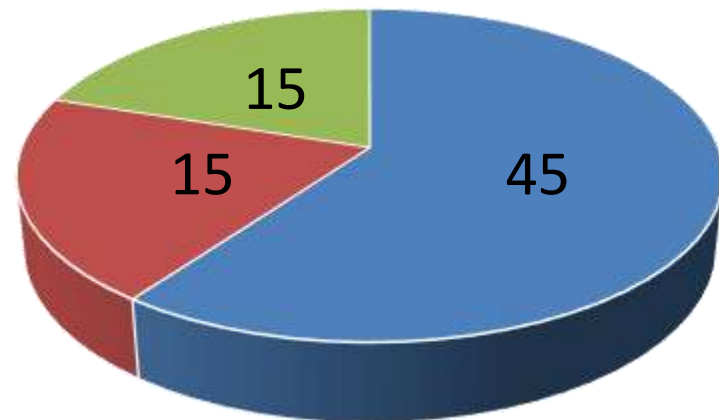
➤ sample size : 75

**Gender wise breakup**



■ Male ■ Female

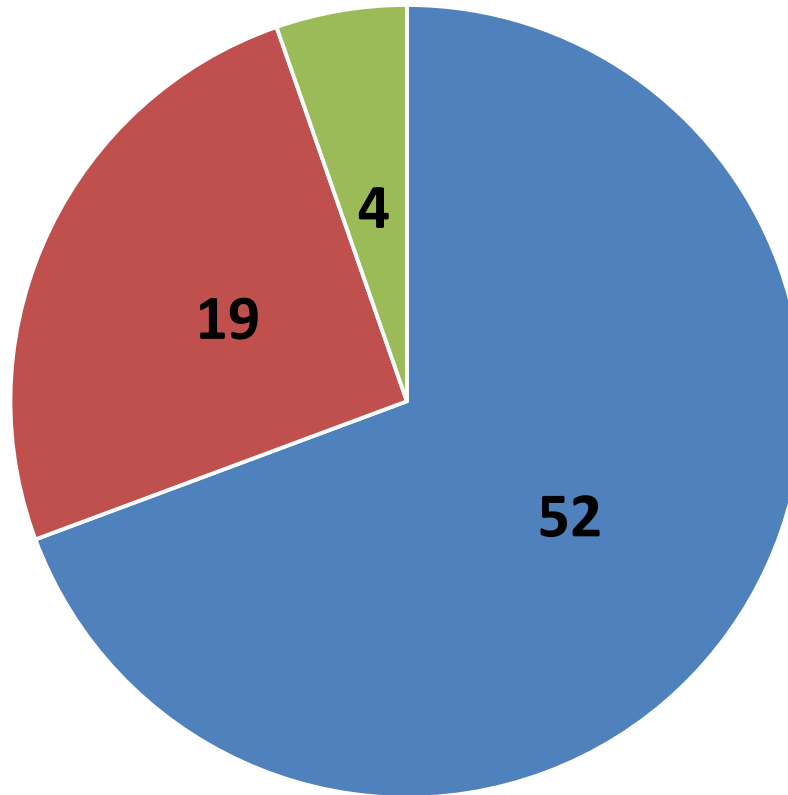
**Age wise breakup**



■ 15-25 ■ 25-35 ■ 35 and above

# *Sample size breakup* *continued-*

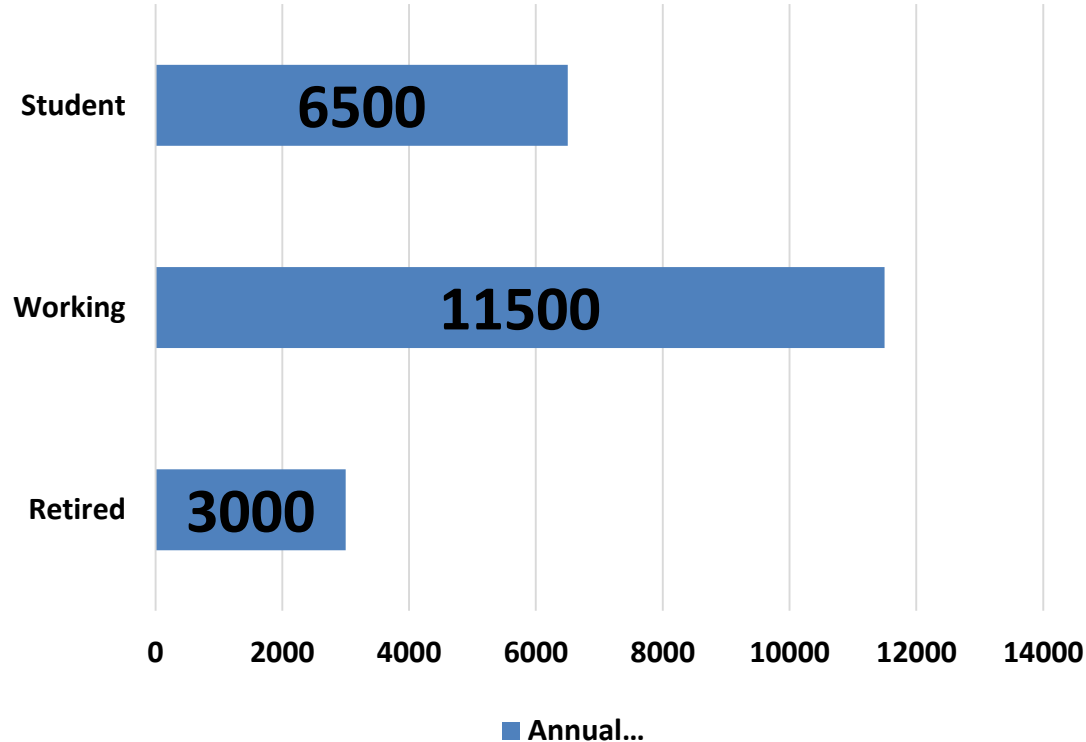
Occupation wise breakup



■ Student ■ Working ■ Retired

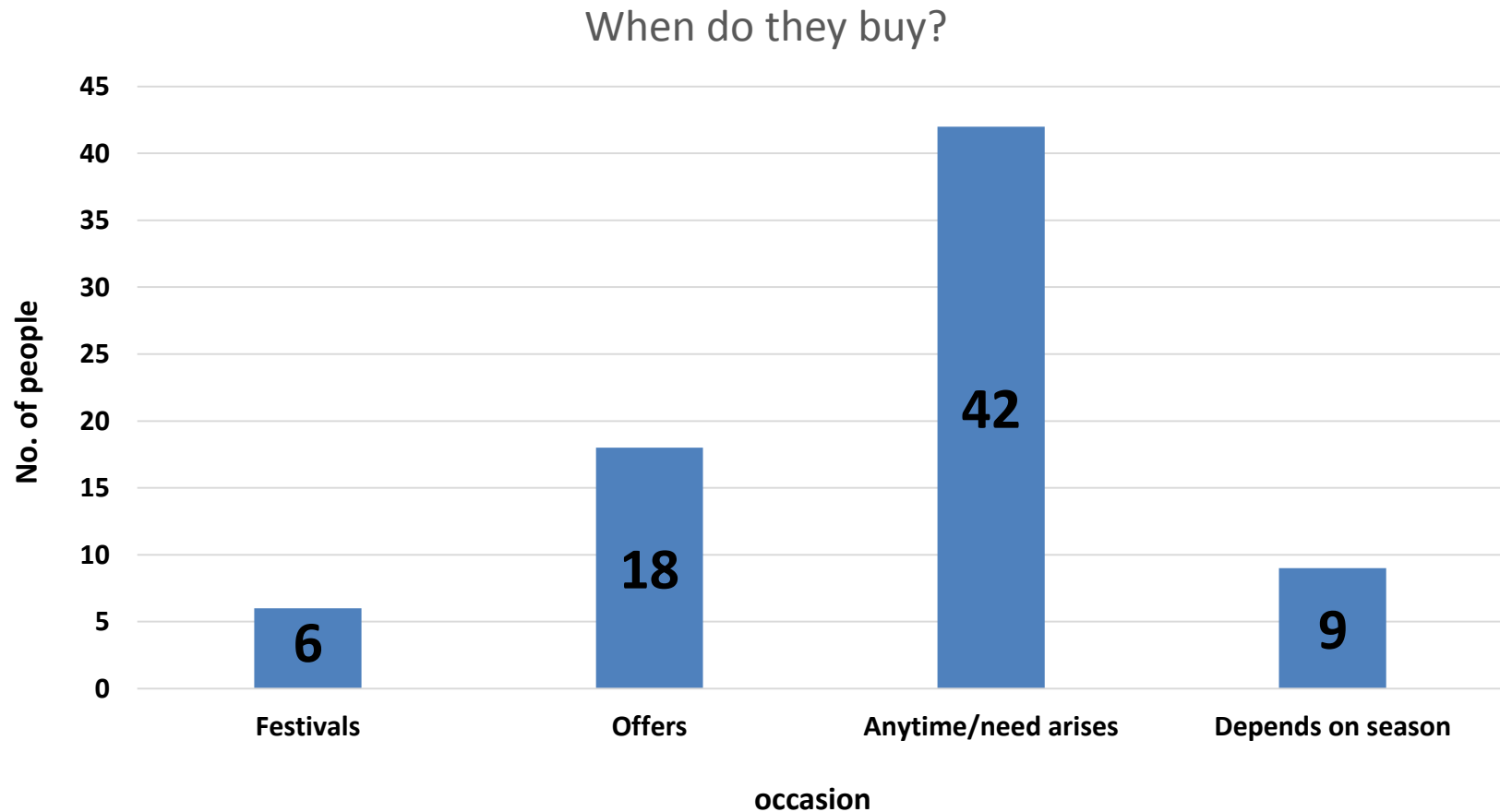
# *Finding & analysis*

## ➤ Annual spending





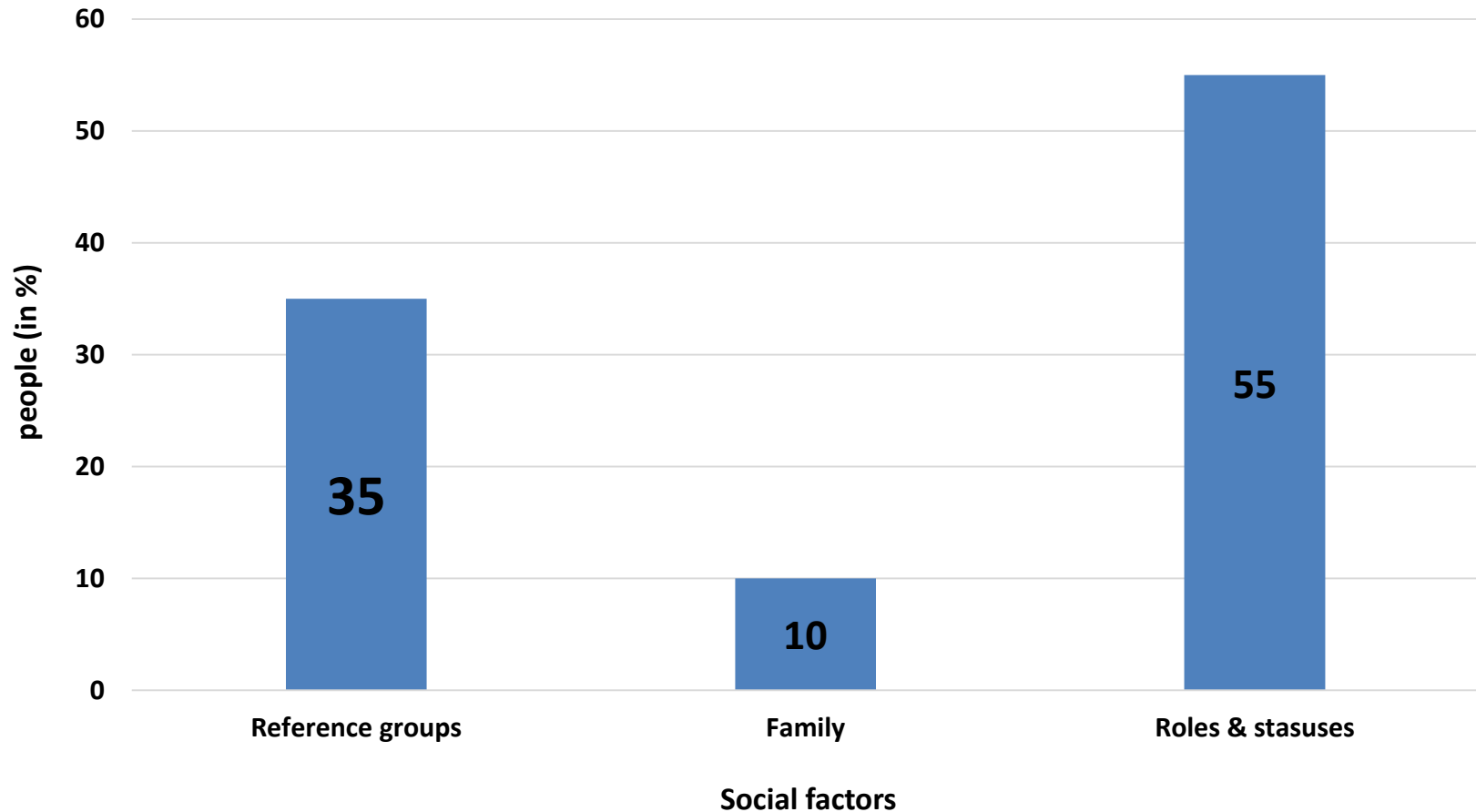
# *Shopping season*



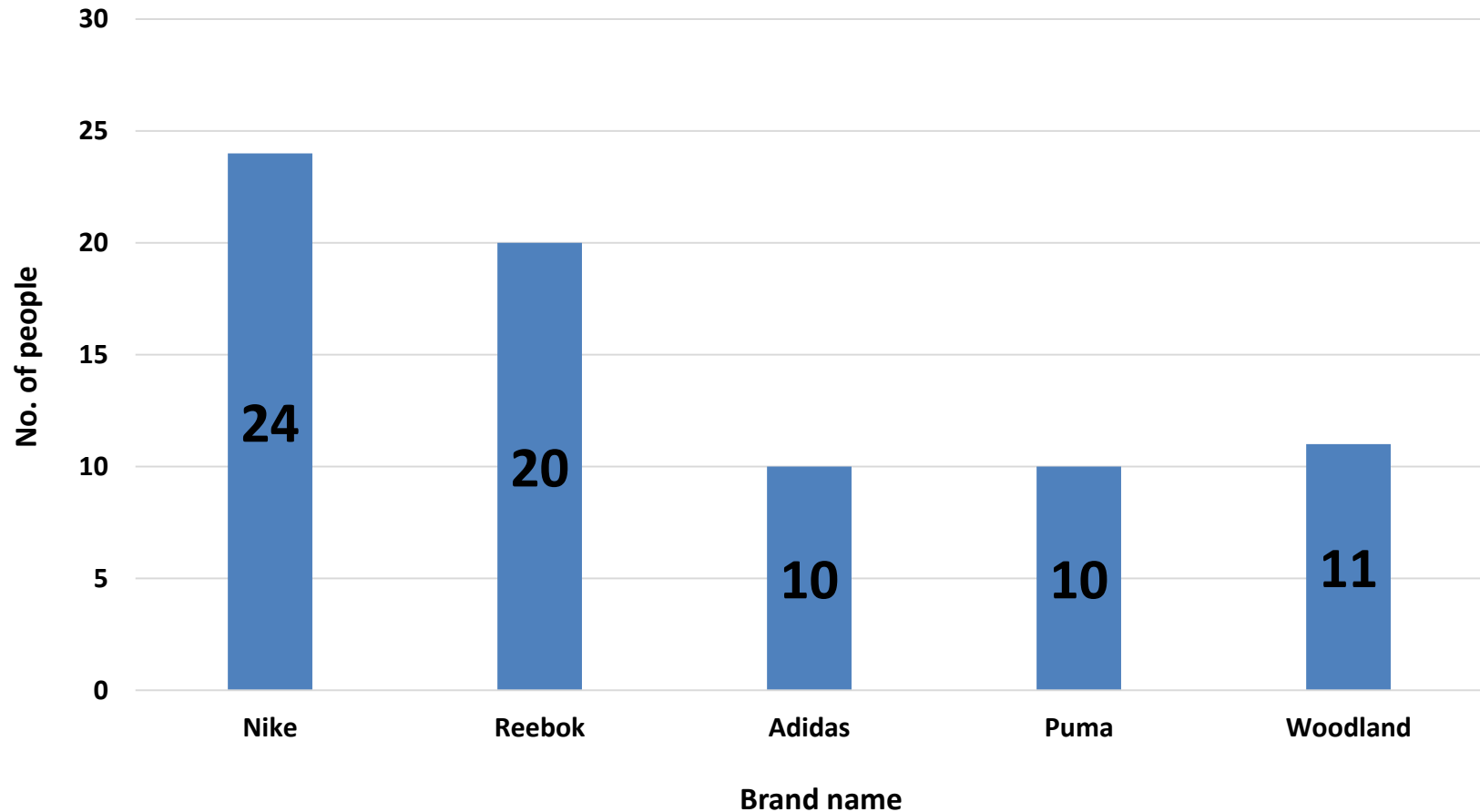
# *Preference while buying*

Preference	rank
Style	
Brand name	
Comfort	
Price	
Durability	

# *Social factors affecting buying*



# *Brands affecting buying behaviour*



# *Facts*

## ➤ **Most affecting factors**

- **Price**
- **Roles & statuses**
- **Brand name**

## ➤ **Least affecting factors**

- **Style**
- **Shopping season**
- **Family influence**

